

HAVE YOU HEARD OF NEW PRINT?



JUNE 2022

We're bombarded with ads everywhere we turn: whether it's on our social media platforms, favorite TV shows or the radio, we simply can't avoid it. With new apps and websites popping up every day, business owners may be wondering where to direct their marketing budgets: print or digital? Before we answer that question, let's debunk some popular myths that surround print advertising.



PRINT MEDIA (AND ADVERTISING) IS ALIVE AND WELL



There's nothing like reading a book printed on real paper or turning the page of your favorite magazine. Even though e-readers and digital media are commonplace, according to Cleverism, "Studies have shown that the majority of people still prefer the hard-copy issue than the online counterpart of the newspaper they enjoy reading."¹ This is great news for Best Version Media's advertising partners.

Because of our high open rate, targeted distribution and tried and true model of featuring a family from the neighborhood on our magazine covers, we can offer excellent positioning for our clients' ads. In addition, many families and sponsors tend to keep their monthly BVM magazine out on the coffee table or in the office waiting room, which means that over time, it will continue to be opened and read.

PRINT ADVERTISING IS WORTH THE INVESTMENT AND CAN FIT INTO MOST BUDGETS

Marketing costs money. That is a fact. But advertising your product, business or service doesn't have to tank your marketing budget. BVM offers a range of sponsorship opportunities for our clients and we'll work with you to find the one that fits best with your budget and what you're trying to achieve. The ad type, size and placement can all be customized, meaning there is something for everyone!



That print ad, which appears in our hyperlocal neighborhood magazine each month, creates "top-of-mind awareness" for your brand or business, meaning readers will likely think of you first when they seek out a good or service in your industry.

PRINT AND DIGITAL ADVERTISING CAN (AND SHOULD!) WORK IN HARMONY

While the messaging in your print and digital ads should be consistent, they aren't necessarily interchangeable. Rather, your print and digital ad campaigns should complement each other and work in harmony. According to AccuData Integrated Marketing, "Multi-channel campaigns are more likely to reach a prospective customer at the right time and place for them to want to make a purchase."² This means that pairing your eye-catching print ad in a BVM magazine with one of our digital offerings like BVM Sports or Digital Targeting Solutions gives you the advantage over your competition who may just be doing one or the other. The beauty of working with BVM is that you can take advantage of both print and digital advertising options and we'll work with you to determine the best fit for your business and budget.

TESTIMONIALS

"Last fall we put a builder in the magazine. I just received an email from that builder, they want to advertise a new townhouse development with us, and they also will have another project to advertise later this year. There is also a possibility they may want to advertise in other area magazines in the future!"

– Ben P.

"Thank you for providing such a great magazine for our community... I really enjoyed the focus on articles from local experts, such as the book recs, prioritizing yourself during back to school, and the wine cellar tips. We also loved learning about all the nature including the pollinator pathway and fly fishing! Who knew all that was local?! It's great to see all the ads from our great local businesses."

– Carl T.



¹ <https://www.cleverism.com/six-common-print-marketing-myths-debunked/>

² <https://www.accudata.com/blog/print-and-digital-marketing/>